



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-20-2012 PAGE: 1 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 402439	Contract Dt 10-15-2012	Revision Dt 10-19-2012	Rev# 2	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA				
Agency Est#			CMS # 246392	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-16-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246392		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-16-2012	10-19-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30		1	1	1	1			4	1,000	4	4,000.00	
2	10-22-2012	10-22-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	1							1	1,000	1	1,000.00	
3	10-16-2012	10-19-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		2	2	2	2			8	1,400	8	11,200.00	
4	10-22-2012	10-22-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	2							2	1,500	2	3,000.00	
5	10-16-2012	10-19-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30		2	1	2	2			7	2,000	7	14,000.00	
6	10-22-2012	10-22-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2							2	2,000	2	4,000.00	
7	10-16-2012	10-19-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30		1	2	1	1			5	800	5	4,000.00	
8	10-22-2012	10-22-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30	1							1	800	1	800.00	
9	10-16-2012	10-19-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30		1	1	1	1			4	3,000	4	12,000.00	
10	10-22-2012	10-22-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	1							1	3,000	1	3,000.00	
11	10-20-2012	10-21-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30						1	1	2	1,200	2	2,400.00	
12	10-16-2012	10-19-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30		1	1	1	1			4	3,000	4	12,000.00	
13	10-22-2012	10-22-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30	1							1	3,000	1	3,000.00	
14	10-16-2012	10-19-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30		1	1	1	1			4	3,000	4	12,000.00	
15	10-22-2012	10-22-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30	1							1	3,000	1	3,000.00	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-20-2012 PAGE: 2 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
402439	10-15-2012	10-19-2012	2	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
			246392	PHILADELPHIA	A. CLIFFORD	10-16-2012	10-22-2012	M (Broadcast Month, Cycle 1)							N	246392		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
16	10-22-2012	10-22-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	1							1	10,000	1	10,000.00	
17	10-17-2012	10-17-2012	09:00PM - 10:00PM	PRIME WE9 (7020)	8	30			1					1	12,000	1	12,000.00	
18	10-21-2012	10-21-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	9	30							1	1	5,500	1	5,500.00	
19	10-16-2012	10-21-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		1	1	1	1	1	1	6	3,200	6	19,200.00	
20	10-22-2012	10-22-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1							1	3,200	1	3,200.00	
21	10-21-2012	10-21-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	9	30							1	1	550	1	550.00	
22	10-20-2012	10-21-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	9	30						1	1	2	800	2	1,600.00	
23	10-20-2012	10-20-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	9	30						1		1	700	1	700.00	
24	10-16-2012	10-19-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		1	1	1	1			4	2,200	4	8,800.00	
25	10-22-2012	10-22-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	1							1	2,200	1	2,200.00	
26	10-17-2012	10-19-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30			1	1	1			3	1,000	3	3,000.00	
27	10-22-2012	10-22-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30	1							1	1,000	1	1,000.00	
28	10-16-2012	10-19-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30		1	1	1	1			4	1,100	4	4,400.00	
29	10-22-2012	10-22-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30	1							1	1,100	1	1,100.00	
30	10-17-2012	10-19-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	8	30			1	1	1			3	1,100	3	3,300.00	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-20-2012 PAGE: 3 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 402439		Contract Dt 10-15-2012	Revision Dt 10-19-2012	Rev# 2	Advertiser CASEY FOR SENATE, BOB			Brand BOB CASEY FOR SENATE			Product Code POLITICALS				Station/Market WPVI - PHILADELPHIA					
Agency Est#			CMS # 246392	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 10-16-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 246392					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
31	10-22-2012	10-22-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				8	30	1							1	1,100	1	1,100.00
32	10-16-2012	10-19-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30		1	1	1	1			4	1,200	4	4,800.00
33	10-22-2012	10-22-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30	1							1	1,400	1	1,400.00
34	10-16-2012	10-19-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		1	1	1	1			4	700	4	2,800.00
35	10-22-2012	10-22-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30	1							1	700	1	700.00
36	10-21-2012	10-21-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)				9	30							2	2	400	2	800.00
37	10-17-2012	10-18-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)				9	30			1	1				2	250	2	500.00
																	Contracted Gross Total:		93	178,050.00
																	Actual Gross Total:		93	178,050.00
																	Agency Commission:			26,707.50
																	Net Total:			151,342.50
Month/YR		Preempted			Made Good			Contract Total			Adjustments					Actual Total				
Oct 12		0.00			0.00			178,050.00			0.00					178,050.00				
TOTAL		0.00			0.00			178,050.00			0.00					178,050.00				

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood